



Canada Council  
for the Arts

Conseil des arts  
du Canada

# Get to know us.

Canada Council for the Arts Brand Guidelines

Bringing the arts to life  
De l'art plein la vie

## Canada Council Brand Guidelines

This document describes our visual identity guidelines. Following the guidelines is essential in maintaining a consistent and professional public identity for the Canada Council for the Arts.

# Logo

Our logo should take pride of place in all our communications. It is the most visible representation of the organization, our people, and our brand to our various communities and stakeholders. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

So please treat it nicely!

## Logo variations

The Canada Council logo is available in two bilingual formats: English first, left-aligned and French first, left-aligned. These are the only acceptable visual representations of our logo.



Canada Council  
for the Arts

Conseil des arts  
du Canada



Conseil des arts  
du Canada

Canada Council  
for the Arts

## Background Colour Variations

The preferred colour for the Council logo is a two-colour version: black and the Council Blue. When colour or printing prohibits this, it may be used in all black or reversed out to white. The logo can appear on colour, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.



Canada Council  
for the Arts

Conseil des arts  
du Canada

Colour	Pantone	C	M	Y	K	R	G	B	HEX
<b>Primary colour palette</b>									
● Council Blue	2925 U	70%	30%	0	0	35	135	252	2387FC
● Black	Black U	0	13	49	98	38	38	38	262626

## Acceptable colour backgrounds

Shown here are acceptable examples of the logo placed over backgrounds. The positive version of the logo works best on white or a light gray.



On a white background



On a light background



White on black background



White on dark coloured background

## Clear space

To increase its visual impact, the logo must always be surrounded by a protective clear space. The X square establishes the minimum allowable clear space. This allows the logo to accentuate its design attributes and isolates it from competing graphic elements.

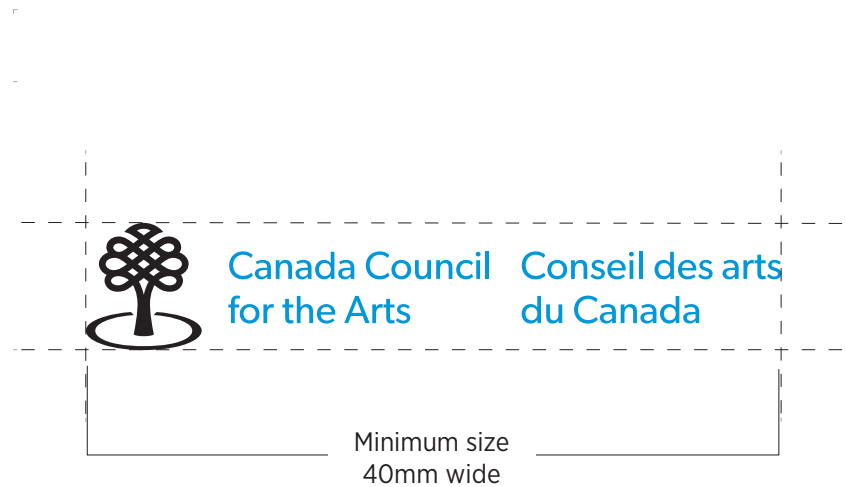


This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

## Size

### Print

To ensure the legibility of the logo in print applications, a minimum size has been established. It should never be less than **40mm wide**.



### Web

To ensure the legibility of the logo in digital applications, a minimum size has been established. It is determined by the width of the symbol, which should never be less than **200 pixels wide**.

Actual minimum size: 40 mm wide (print)





# Logo typeface

Our logo uses the Gibson typeface. It is a humanist sans serif typeface that is clean crisp and provides excellent legibility. It was designed by Canadian type designer Rod McDonald to honour John Gibson (1928-2011), one of the original founders of the Society of Graphic Designers of Canada (GDC).

Canada Type donates all the revenues from its sale to the GDC to be allocated to a variety of programs that improve the creative arts and elevate design education in Canada.

## **Corporate typeface:**

It is recommended Arial be used for everyday use.

## **House font:**

Gotham Narrow is the official house font for corporate material designed by Creative Services.

Logo typeface



Canada Council  
for the Arts

Conseil des arts  
du Canada

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Bringing the arts to life  
De l'art plein la vie

# Colour palette

The corporate color palette reflects an open, vibrant and connected Canada Council. Our primary corporate colour is Council Blue.

The Council primary corporate palette includes the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

	Colour	Pantone	C	M	Y	K	R	G	B	HEX
<b>Primary colour palette</b>										
●	Council Blue	2925	70%	30%	0	0	35	135	252	2387FC
●	Black	Black U	0	0	0	100	38	38	38	262626
○	White	—	0	0	0	0	255	255	255	FFFFFF
○	Off White	Cool Gray 1	0	0	13	62	244	244	244	F4F4F4
●	Neutral Gray	PMS 427	0	0	0	11	208	211	214	D0D3D6
●	Gray	Cool Gray 7	0	0	0	37	182	183	182	B7B6B7
●	Silver	PMS 877 U	0	0	0	40	182	183	182	B7B6B7
●	Red	PMS 032	0	90	86	0	247	61	68	F73D4E
●	Stratosphere	PMS 290 U	25	2	2	0	169	210	236	A9D2EC
●	Azurite	PMS 2945	100	45	0	14	23	55	94	17375E
<b>Supporting colour palette</b>										
●	Bonsai Green	7481 u	60	0	55	0	60	171	77	3CAB4D
●	Canary Yellow	7404 u	0	9	79	0	249	210	12	F9D20C
●	Cork	7502 u	0	8	35	10	181	148	95	B5945F

Supporting colours: When combining colours together in a creative combination, use dynamic and neutral colours, but not all dynamic or all neutral.

# Incorrect use of our logo

Do not alter the Canada Council logo in any way! Never attempt to create the logo yourself. To ensure correct, consistent reproduction, always use the approved electronic artwork

## DONT'S

1. Do not skew or stretch the logo
2. Do not change the colour of the logo
3. Do not use the Council tree symbol on its own with the intention to use it as Council's logo
4. Do not change the disposition of words
5. Do not alter the size relationship between the logo and the tagline.
6. Do not change the typeface of our logo
7. Do not apply any effects to the logo
8. Do not place the logo on a busy background
9. Do not use the logo in one language
10. Do not separate or reposition components of the logo.



Bringing the arts to life  
De l'art plein la vie

# Our tagline

A tagline is like a slogan and is typically used in communications and marketing activities and materials. It must of course take account of an organization's mandate, brand positioning and personality attributes. Ideally, it is a memorable phrase that sums up the purpose or mission of an organization or product.

The Council's tagline should always appear in both official languages and be smaller than the Council logo when these elements appear together.

## Tagline and clearspace

The general principle is that the logo is the dominant element, with the tagline playing a supporting role. The tagline should be used as a single entity with appropriate disposition of language. Additionally there should be enough distance between logo and tagline by using the tagline to bookend a page layout (see example).

Below is the preferred disposition of the tagline. Top line should always be blue.

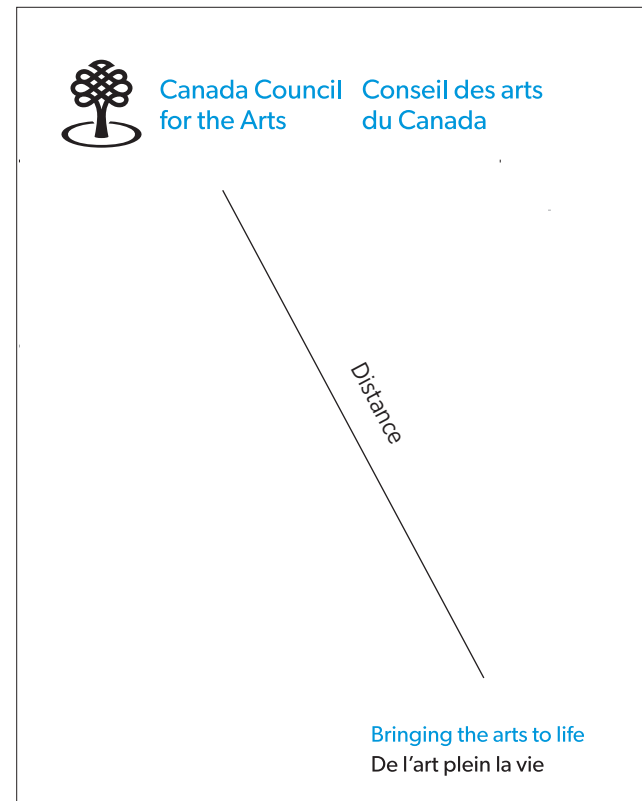
English tagline disposition

**Bringing the arts to life**  
**De l'art plein la vie**

Please contact us to supply the tagline artwork files.

French tagline disposition

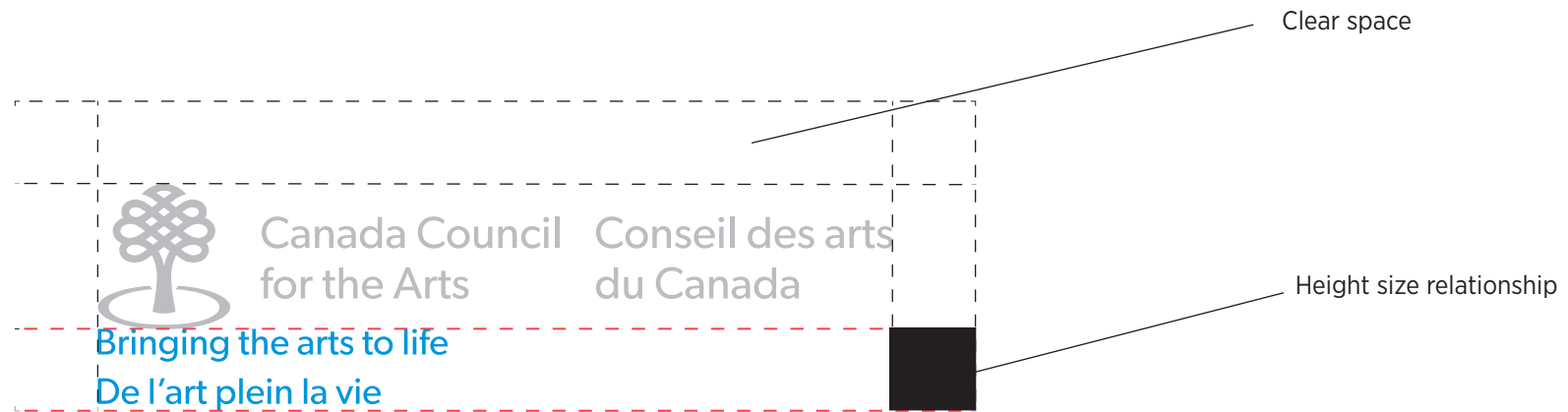
**De l'art plein la vie**  
**Bringing the arts to life**





## Size relationship with our logo

The height of the tagline must equal the height of the Council's logo's clear space as shown below. This relationship in size between logo and tagline must be respected.



Questions?  
Please contact

Canada Council for the Arts  
Alex Contreras  
Graphic Designer

[alex.contreras@canadacouncil.ca](mailto:alex.contreras@canadacouncil.ca)  
613-566-4414 ext. 4493